

we need more

HEROES

May 23, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Chairman Martin:

On behalf of United Blood Services, I am writing you publicly acknowledge the contributions by the three Phoenix-area CBS radio stations to the community blood program. Thanks to community awareness programming donated by KOOL 94.5 FM, KMLE 107.9 FM and JamZ 101.5 FM during critical times of the year for the blood supply, Arizona patients have had the lifesaving transfusions they needed when the needed them the most.

United Blood Services has partnered with the CBS Radio stations since 2005 in a lifesaving broadcast during winter and summer holiday season. In the past year alone, together the CBS Radio stations have donated more that \$166,000 in advertising and gifts to motivate and thank blood donors for providing the gift of life. Their generous contributions have included ongoing promotion by on-air personalities, community program interviews, DJ visits and van stops at public donation locations, email blasts to fan clubs, web site promotion and raffle prize donations. In addition, their ongoing support throughout the year has generated substantial community awareness of the need for blood in Arizona.

United Blood Services is Arizona's oldest and largest non-profit blood provider and serves the needs of patients in 50 hospitals across the state. Last year, more than 300,000 blood components were required by Arizona hospital patients. There are hundreds of families that are counting on all of us to provide the gift of life for their loved ones who require transfusions. CBS Radio's support has benefited many patients across the state like Hayley, who has required monthly lifesaving blood transfusions at Phoenix Children's Hospital because her body could not produce red blood cells. Thanks to nearly 100 blood donors so far in her young life, Hayley is turning 8-years-old on Memorial Day.

On behalf of the thousands of patients who have benefited from the support of the CBS Radio Stations, please extend our heartfelt thanks.

Sincerely,

Sue Thew
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United Blood Service

www.UnitedBloodServices.org

Give blood. Be a hero.

we need more

HEROES

Hayley



When Melana was pregnant with her first child, she worried a lot. She had vivid nightmares that reflected the typical fears of many first-time parents. At one of her last pre-natal visits, her stress tests revealed that the baby's heart rate was dropping, so her doctors ordered an emergency Cesarean section. On May 31, 2000, Hayley was born weighing just 4 pounds, 10 ounces. Her parents were overjoyed to count ten fingers and ten toes and welcome her to the family.

But as Melana took Hayley to doctor visits and play groups, she couldn't get over the fact that Hayley's skin did not have the pinkish hue that most other babies her age had. Melana's doctors assured her that nothing was wrong with Hayley, but her instincts told her something else. She took Hayley to urgent care where they drew blood for tests. The results of her blood iron level tests were so low that the doctors thought the lab had made a mistake. When the second results were also dangerously low, the emergency physicians called an ambulance to have Hayley rushed to Phoenix Children's Hospital for an emergency blood transfusion.

During a process of elimination, doctors determined that Hayley suffers from Diamond Blackfan Anemia, a condition where her bone marrow does not produce red blood cells. Hayley did not respond to the steroid treatment that helps most patients with this disorder, so she was placed on chronic blood transfusion therapy. Hayley receives a blood transfusion every month, and has received 88 so far in her young life. "We rely on the kindness of strangers to keep our daughter playing, jumping and laughing," Melana says. "No other medical treatment will do that."

"Every month, blood donors give our daughter the chance to play, jump and laugh like other children."

In addition to her monthly blood transfusions, Hayley also receives medications through a subcutaneous infusion system at home. Her parents are especially grateful to blood donors who take the time to give regularly. "They are true heroes," Melana said. "Their generosity really restores my faith in mankind."

Testimonial Summary

<i>Age:</i>	6 years old
<i>Illness/Injury:</i>	Diamond Blackfan Anemia
<i>Treatment:</i>	Monthly red blood cell transfusions; 88 to date

Hayley lives with her parents and baby brother, Ian.

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United Blood Services

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